



Together for dairy.



BC Dairy Association
2024-2025 Annual Report



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Collaboration is the heart of BC Dairy's work.

By strengthening partnerships across the industry, we've built and enhanced connections that deliver measurable value for producers through innovation, cost efficiency, and shared expertise. Together, collaboration is shaping a stronger, more resilient future for BC's dairy sector.



Message from the Chair



As I look back on 2024–2025, I’m struck by how much our industry has accomplished despite continued challenges.

From HPAI and trade uncertainty to natural disasters and soaring production costs, farming today demands innovation and collaboration. I am proud of how BC dairy farmers continue to adapt, rise to the occasion, and strengthen our industry through resilience and teamwork.

This year, dairy producers confronted familiar pressures: high production costs, ongoing concerns around water access, and the realities of a changing climate that continue to test our communities. Yet amid these challenges, we’ve also seen meaningful progress.

With our western partners, Dairy Innovation West officially opened this fall. A once-distant idea has now become a vital tool to reduce transportation costs for farmers across the West and enhance opportunities for collaboration with processors.

In collaboration with the Canadian Dairy Commission, BC Ministry of Agriculture, our accounting firm partners MNP, KPMG, and most importantly BC’s dairy producers, we have also completed the first year of our BC Cost of Production study, providing valuable data to guide our advocacy efforts around managing rising costs. And here in BC, our push for reliable water access has resulted in concrete commitments, including cost-shared funding and new programs that recognize agriculture’s essential role in food security.

As we look ahead, international trade discussions – including the upcoming CUSMA review – will continue to shape the environment in which our producers operate. These conversations remind us of the importance of a united and proactive approach to defending Canada’s dairy system. BC Dairy remains closely engaged with our national partners to ensure that our producers’ interests are well represented in every forum.



BC Dairy is stronger today because of the partnerships we have built. Whether collaborating with our western counterparts, standing shoulder to shoulder with other farm organizations, or working with community groups across the province, our collective efforts are delivering real results. Together, we have secured millions of dollars in value for producers, strengthened public trust, and kept dairy farmers' voices at the forefront of provincial and national conversations.

The path forward is not without obstacles, but I am optimistic. Demand for dairy remains strong, our sector's reputation with consumers is at its highest point in years, and we are continuing to invest in innovation and efficiency to ensure long-term sustainability. Above all, BC's dairy farmers continue to exemplify their enduring commitment to nourishing families and supporting communities across the province.

On behalf of the Board, thank you for your trust and for the work you do every day. It is a privilege to serve you, and I am confident that by continuing to work together, brighter days lie ahead for BC Dairy.

A handwritten signature in black ink, appearing to read 'Casey Pruim', is displayed on a white background.

Casey Pruim | Chair, BC Dairy



Message from the General Manager



This past year has underscored the importance of collaboration.

Whether with government, processors, or our fellow provincial organizations, BC Dairy has worked to ensure farmers' voices are heard and that our sector is positioned for long-term success.

Our advocacy has focused on practical outcomes: advancing conversations on water access, emergency preparedness, and business sustainability. These efforts are yielding results, with stronger recognition from decision-makers of the essential role farmers play in food security.

Of note, this year, BC Dairy collaborated with the BC Agriculture Council on several important advocacy files, as well as through the Premier's Task Force on Agriculture and Food Economy. This summer, we were pleased that Premier Eby accepted all the Task Force's recommendations on water, including new initiatives to clear the backlog of existing groundwater use applications and ensuring farmers have a seat at the table in watershed planning.

On trade, BC Dairy has worked closely with Dairy Farmers of Canada and provincial associations across the country to defend Canada's dairy system. As the upcoming CUSMA review approaches, we know that collaboration will be essential to protect a system that continues to face external pressures. Together, we remain steadfast in advocating for policies that safeguard supply management and support a fair and sustainable marketplace for Canadian dairy farmers.

Through the power of collaboration, our team will continue to fight for policy changes that better support local dairy farmers.



Our producer support programs remain a cornerstone of our work, offering practical resources and knowledge-sharing to help farmers adapt and thrive. At the same time, our marketing and education efforts have strengthened pride in local dairy, reaching new and diverse audiences and connecting farmers with the communities they nourish.

Collaboration across western Canada has also taken an important step forward. Through the Western Milk Pool Agreement, British Columbia, Manitoba, Saskatchewan, and Alberta share markets and returns, enabling harmonized activities across the four provinces. As active members of the Western Milk Pool Advisory Committee and the Western Collaboration Team, BC Dairy continues to advance the principle of Better together for Canadian dairy.

While pressures such as climate realities and high costs remain, the resilience of BC's dairy farmers is clear. Our organization is focused, adaptive, and committed to delivering value on behalf of our members. I am proud of what has been accomplished this year and confident in what lies ahead when we continue to work together.

A handwritten signature in black ink, appearing to read 'Jeremy Dunn'.

Jeremy Dunn | General Manager



BC Dairy Board of Directors

BC Dairy's Board of Directors is composed of eight dairy farmers representing the interests of all in the province. Over the past year, the board has worked alongside staff to advance the interests of BC's dairy farmers. Following the 2024 Annual General Meeting, the Board has focused on key priority areas: advancing market development, strengthening producer engagement and government relations, and modernizing governance to better serve producers across British Columbia.



Casey Pruum

Board Chair
Mainland Region of BC



Brian Janzen

Vice Chair +
Treasurer
Mainland Region of BC



Lindsay Heer

Secretary
Northern BC



Mark Van Klei

Mainland Region of BC
Represents BC Dairy on
the Western Milk Pool
and Dairy Innovation
West boards



John de Dood

Southern BC



Henry Bremner

Southern BC
Represents BC Dairy
on the BC Agriculture
Council board



Luke Van Huizen

Vancouver Island



Sarah Sache

Member-at-large
Represents BC Dairy
on the Dairy Farmers
of Canada Board

Our Vision.

**Better together for
Canadian dairy**

Our Mission.

**Inspiring, innovating, and
collaborating to build a healthy
Canadian dairy industry.**

Guiding Behaviours.

**Think bigger | Accountability
Win-win | Fact-based | Care**

Collaboration

At the heart of BC Dairy's 2024-2025 achievements lies a powerful theme: collaboration. This year, BC Dairy embraced a partnership-first approach, working alongside 59 organizations across 43 initiatives to deliver meaningful outcomes for producers and communities alike. From joint marketing campaigns and shared research strategies to coordinated advocacy and education efforts, collaboration proved to be a catalyst for expanded reach, relationship building, cost savings and market development. These partnerships generated over \$2 million in cost savings – stretching the investment of producer funds and demonstrating that when we work together, we not only strengthen the dairy sector, but also build a more resilient and connected agricultural ecosystem. Whether through the Western Milk Pool, local community programs, or national advocacy, BC Dairy's commitment to collaboration continues to drive progress and delivered increased value for BC Dairy producers.

BY THE NUMBERS:

43

Partnerships



59

Organizations

\$2.28 M

in value for BC producers





Areas of focus.

As part of its strategic plan, BC Dairy's board identified six key result areas.

These represent the core priorities where BC Dairy has focused its efforts to support a profitable and sustainable BC dairy sector.

Collaboration.

BC Dairy collaborates wherever possible to deliver value, cost savings, or both for BC producers.

Market development.

BC Dairy works to increase the value and quota of milk produced in the province.

Producer support and engagement.

BC Dairy supports producers through an efficiently administered proAction program and targeted knowledge and technology transfer (KTT) events.

Government relations.

BC Dairy advocates for the business success of producers and ensures their interests are clearly understood by government.

BC leadership ecosystem.

BC Dairy maintains strong relationships within the leadership ecosystem, consisting of BC Dairy, BC Milk, and Regional Associations.

National stakeholder relations.

BC Dairy supports dairy in Canada by fostering an equitable, collaborative, and inclusive national ecosystem.

Market development

Supporting long-term market growth.

This year, there has been an increase in dairy consumption across all demographics and positive sentiment toward dairy and farmers is at the highest level since 2019. Building on this momentum, our marketing efforts, created in partnership with Alberta Milk, have focused on maintaining pride and confidence in local dairy with targeted demographic groups.

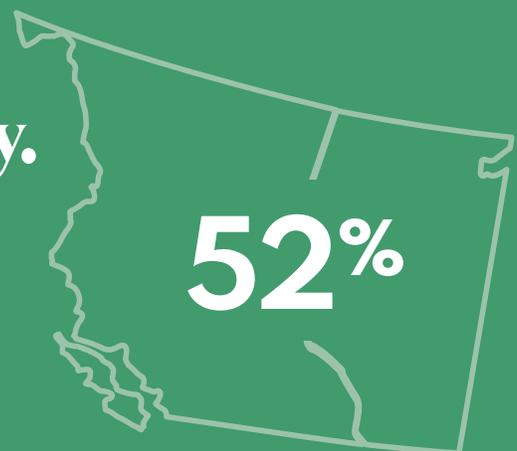
Maintaining a strong foundation of support for our industry is increasingly important in the face of ongoing trade and tariff threats. With Alberta Milk and SaskMilk, BC Dairy confirmed seven promotional partnerships with processors, supporting long-term growth for dairy products processed in Western Canada for 2025-2026. These initiatives will focus on growing high-value dairy categories, including fluid milk, yogurt, and cottage cheese.

Maintaining pride and confidence in local dairy.

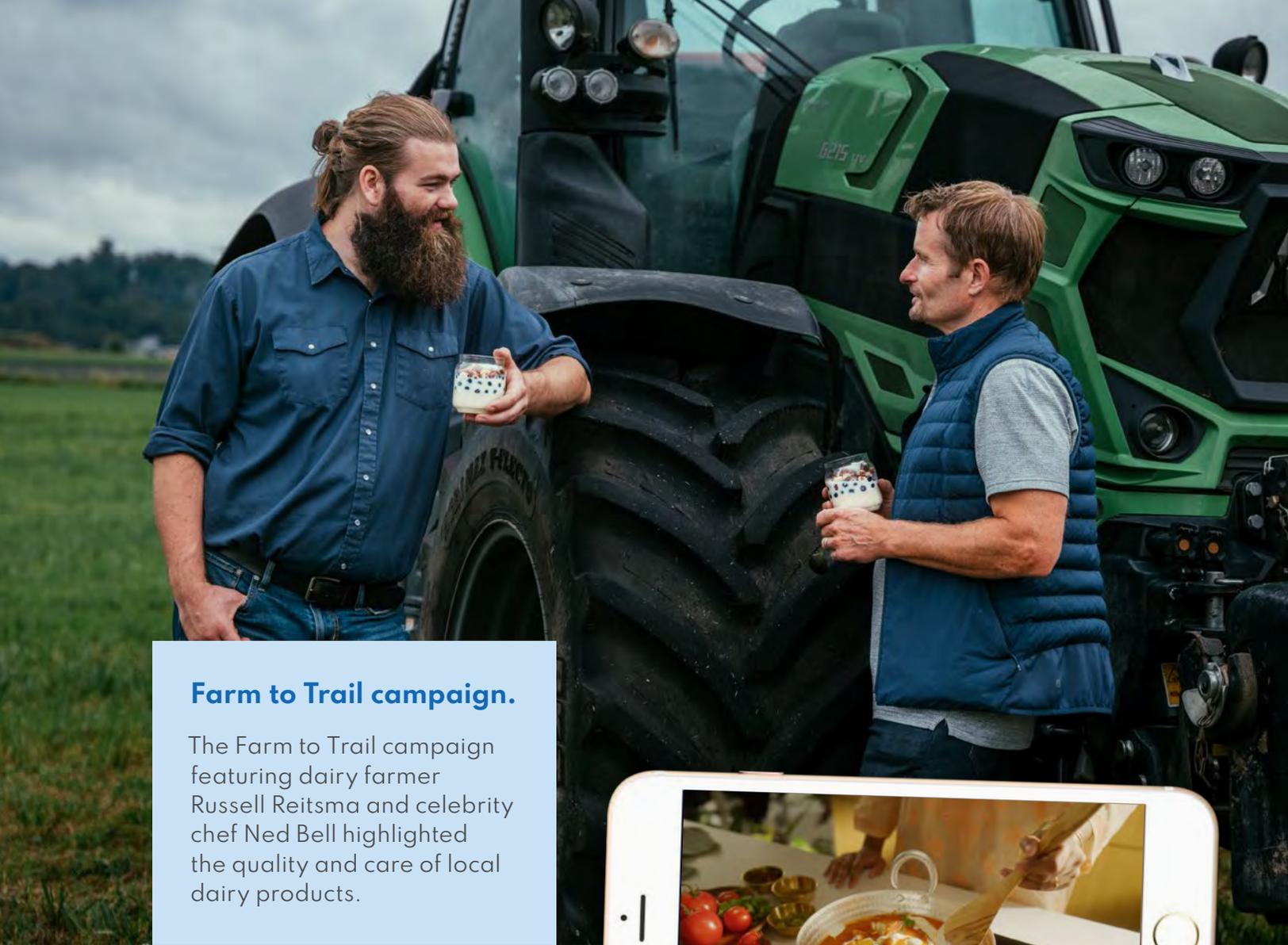
17 x per week



Overall BC and Alberta adults are eating or drinking dairy products nearly 17 times per week, higher than any year since COVID.



Our marketing campaigns reached 52% of BC and Alberta adults this year, translating to approximately 4.26 million people hearing our dairy message.



Farm to Trail campaign.

The Farm to Trail campaign featuring dairy farmer Russell Reitsma and celebrity chef Ned Bell highlighted the quality and care of local dairy products.



Multicultural marketing.

As part of an integrated multicultural marketing strategy to drive consumption and increase positive sentiment for dairy with the three largest and fastest growing segments of the population in Western Canada, namely South Asian, Chinese, and Filipino consumers, marketing campaigns ran throughout the year to promote dairy during important holidays like Diwali and Lunar New Year.



On average, **67%** of BC and Alberta adults say they feel positive about milk and **75%** feel positive about dairy farmers, the highest since 2019.



Community Engagement

BC Dairy continued to strengthen its presence in communities across the province this year, building pride in local dairy while supporting organizations that make a difference in the lives of British Columbians.

Making milk and cookies mean more: supporting children's health in BC.

Over the holidays, BC Dairy teamed up with the BC Children's Hospital Foundation to make a meaningful contribution for kids and their families across BC.

From November 27 to December 3, 2024, BC's dairy farmers matched every donation to the BC Children's Hospital Foundation, up to \$100,000. Together, with support from communities across the province, this campaign raised funds for life-changing healthcare programs, research, and equipment to ensure kids get the care they need.

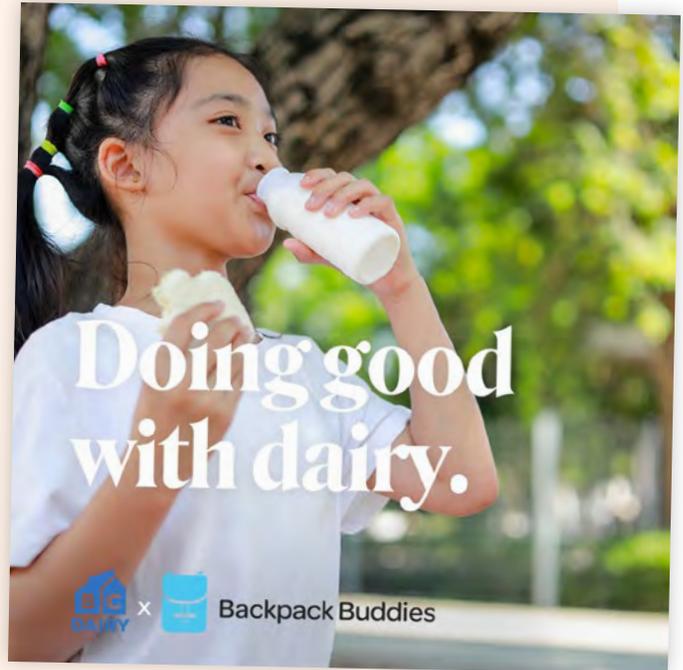
The campaign, which was a collaboration with Dairy Farmers of Ontario, reached families across BC, highlighting BC's dairy farmers' commitment to children's health and their ongoing role in making a positive impact in their communities.



BC Dairy X Backpack Buddies – Nourishing Futures Together

Every week, thousands of children across BC rely on Backpack Buddies for nutritious food – including milk.

In 2024, BC's dairy farmers proudly matched all donations to Backpack Buddies up to \$30,000 through the Back-to-School Campaign. These contributions went directly toward the purchase of dairy products, ensuring Backpack Buddies could provide local milk alongside the nutritious meals and snacks they deliver every Friday to food insecure children in BC. With this support, more kids across the province have consistent access to the nourishment they need to help them learn and grow.



Dairy education and events

BC Dairy attended eight fairs and events this year to share the story of dairy, including a return to the PNE, the Cloverdale Rodeo and the Interior Provincial Exhibition.

At the PNE, BC Dairy hosted the Journey of Milk booth in Farm Country, showcasing the story of dairy from farm to table.

At the Kidz Discovery Farm, children experienced farm life through hands-on activities and received dairy products as a reward. Throughout the fair, BC Dairy offered games, interactive activities, and educational experiences that brought dairy to life for visitors of all ages.



Nutrition Education at BC Dairy

Impact of BC Dairy's nutrition education programs during the 2024-2025 school year.



70

Taught in over 70 cities.



900

Used by over 900 teachers and early childhood educators.



22,000

Reached over 22,000 students.



\$40,000

340 grants worth over \$40,000 to support learning in BC classrooms.

▲ 72%
Increase in program orders*

▲ 76%
Rise in number of students reached*

*Percent changes reflect increases over the 2023-2024 school year.

For decades, BC Dairy has been a trusted leader in nutrition education – developing engaging, evidence-based resources that help young learners build healthy relationships with food.

In 2024-2025, we modernized our approach by launching the BC Dairy Education Hub, a dynamic online platform that has quickly become the preferred tool for educators. Paired with a new Grade 4-7 program, this modernization led to a 72% increase in program orders and a 76% rise in the number of students reached – bringing our total to 22,000 students across more than 70 cities.

To further support educators, BC Dairy provided 340 Mini-Grants totaling over \$40,000, helping teachers and early childhood educators bring nutrition education to life in their classrooms. These efforts reflect our commitment to working together with schools, communities, and partners to ensure every child in BC has access to meaningful food education.



“

A big thank you to the dairy farmers for the grant that was provided to our class this year. Children who would not normally eat anything different took a risk to try a different food with different textures. I believe the most surprising food item we prepared for the students was the fried milk. The texture and flavours were not at all what they expected. This is such a valuable experience for the class to have.

A.K., Grade 2 Teacher, Langley

“

Our students not only learned about healthy eating habits, but also developed a deeper understanding of where their food comes from and the importance of supporting local farmers.

R.S., Elementary School teacher



Government relations and advocacy

Standing up for BC's dairy farmers.

In 2024–2025, BC Dairy worked to ensure government partners understood the vital role dairy plays in BC's food security and economy. Navigating both the BC provincial election as well as Canada's federal election, we worked diligently to amplify producers' voices and secure policy commitments on key issues including agricultural water access, cost of production, emergency management, and food processing.

Engagement with Local Government

BC Dairy engaged extensively with local government leaders throughout the year. At the Union of BC Municipalities conference, we met with dozens of elected officials from key dairy communities such as Abbotsford, Princeton, and Merritt. We also participated in the Southern Interior Local Government Association conference, contributing to a panel discussion on how industry and municipalities can work together to improve emergency management. These strategic engagements reflect BC Dairy's commitment to strengthening relationships with local officials and fostering cooperative approaches to shared challenges.



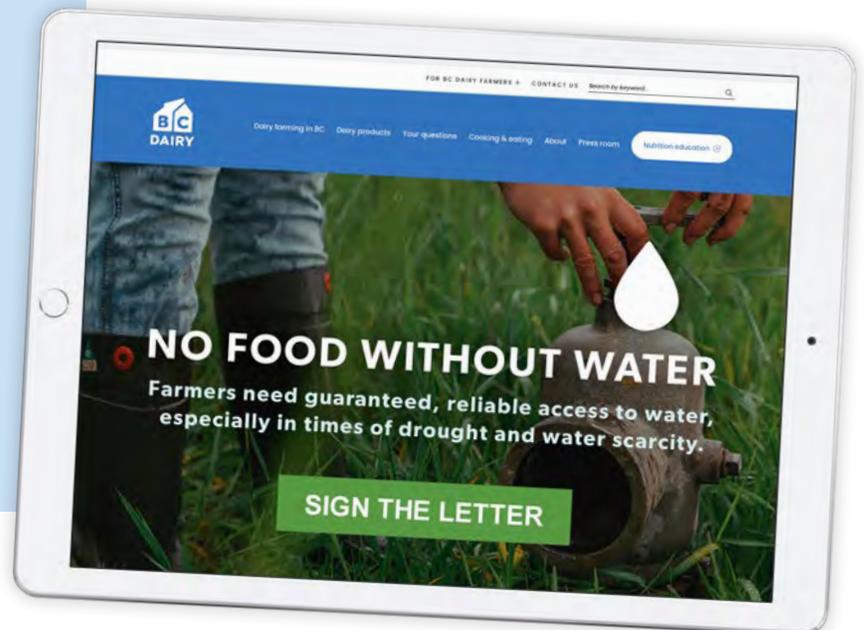


BC Dairy Day

In May 2025, BC Dairy and the Western Dairy Council met with provincial leaders in Victoria for BC Dairy Day. Together, we advocated for continued support of Canada's dairy system and raised key priorities including agricultural water access, emergency preparedness, business sustainability, and HPAI risk mitigation. The day's highlight was an ice cream social featuring Rocky Point Ice Cream, accompanied by remarks from Premier David Eby, Agriculture Minister Lana Popham, and Opposition Critic Ian Paton.

Access to Water

The "No food without water campaign" resulted in over 1000 signatures of support, as well as positive media placements in print and on Global News. BC Dairy also collaborated with BC Agriculture Council and BC Cattlemen's Association on a joint op-ed featured in the Vancouver Sun.



Producer support and engagement

Keeping farmers connected and informed through targeted support.

BC Dairy's Producer Support Program continues to be a cornerstone of our commitment to farmers—providing on-the-ground assistance and practical resources to keep our producers informed and connected. In 2024–2025, our Producer Services team worked closely with farmers across the province, delivering targeted support through a series of Knowledge, Translation and Transfer (KTT) sessions.

KTT sessions focused on important topics like emergency management, farm safety, nutrient management, quality assurance, and the proAction animal care pilot. These events were delivered in partnership with experts from BC Agriculture Council (BCAC), AgSafe, the BC Ministry of Agriculture and Food, ACS Living Labs, Agriculture and Agrifoods Canada (AAFC), Saputo, KPMG, Telus Agriculture, Agwest, BC Holstein Branch and Southern Irrigation. This collaborative approach ensured producers received timely, relevant information, and high-quality continuing support as our industry evolves.

Additionally, in collaboration BC Dairy with Alberta Milk, SaskMilk, and Dairy Farmers of Manitoba, reflected our shared commitment to efficiency and innovation as we advanced a unified western dairy research strategy, streamlined project funding, and a single Western Producer Working Group. By sharing subject matter expertise and costs, we strengthened our collective impact and are delivering more value to producers with our western research dollars.



Mainland Hoof Trimming Workshop
Oct 21/22, 2024

BY THE NUMBERS:



8

proAction MEETINGS

held across 4 regions with 120 attendees

223

MEMBERS



joined BC Dairy's private Producer Facebook page since launch



7 REGIONAL WORKSHOPS



with 110 attendees on topics like Emergency Management and Herd Management



50

MOCK VALIDATIONS

to pilot proAction animal care completed - nearly 4x the minimum requirement



17

EDUCATION SESSIONS

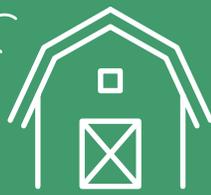
provided for equipment vendors and veterinarians on new Dairy Code and proAction pilot

112

PRODUCERS



attended the sold-out Pacific Ag Show Lunch & Learn, rated 4/5 in satisfaction



387

FARMS



sampled through BC's HPAI testing program - developed and led by BC Dairy in partnership with government and industry stakeholders

Building value through partnership



Dairy Farmers of Canada (DFC) is a member-driven national organization fostering unity among its members and coordinating essential services in support of their collective interests. DFC Members have united to renew the mission of the national organization to support the growth of the Canadian dairy farming industry through the coordination of innovative and sustainable production and advocate for the benefits of Canadian dairy and supply management.



Dairy Innovation West (DIW) is a Canada's first and only milk concentration facility jointly owned by the Dairy Industry Development Council, Alberta Milk, Saskatchewan Milk, and Dairy Farmers of Manitoba. DIW has two key strategic objectives: to support processing expansion in Western Canada and to reduce transportation costs for producers in the Western Milk Pool. This state-of-the-art facility opened in October and has the capacity to concentrate up to 300 million litres of milk per year.

Western Milk Pool

Better Together for Canadian Dairy

British Columbia, Manitoba, Saskatchewan, and Alberta have an all-milk pooling system: the Western Milk Pooling (WMP) Agreement. This agreement provides for the sharing of returns and markets for all milk classes. The existence of this pool allows the four provinces to harmonize their activities, such as milk transportation, milk receiving at plants and milk allocation to plants.

BC Dairy collaborates in a number of strategic areas with Western Milk Pool partners as active members of the Western Milk Pool Advisory Committee (WMPAC) and the Western Collaboration Team (WCT).



BC Agriculture Council (BCAC) delivers a unified voice to government for British Columbia's agriculture sector. They represent 30 unique commodity groups whose membership is in turn comprised of about 20,000 farm families, together accounting for 96% of farm gate sales in our province. Their mission is to grow a strong, sustainable, and competitive agriculture sector through building industry consensus and advancing public policy.



Dairy Industry Development Council

The Dairy Industry Development Council (DIDC) is a corporation governed by directors who also serve as directors of the British Columbia Dairy Association. The DIDC was established November 14, 2002 under the authority of the Farming and Fishing Industries Development Act (British Columbia) and authorizes the collection of levies from B.C. producers. The levies are used to fund initiatives deemed by producers to be in the best interests of sustainable growth of the dairy sector in B.C. including; promotion, education, research and development, and policy activities on behalf of the levy payers in the province. The Council may collaborate with organizations, such as the British Columbia Dairy Association and Dairy Farmers of Canada, to deliver the programs, but will retain full accountability to the levy payers and the B.C. Minister of Agriculture and Food for the use of the funds. The DIDC's activities to be funded are outlined in the DIDC plan in effect from time to time and approved by the B.C. Minister of Agriculture and Food.

DIDC notables this year:

- DIDC continues to be an active shareholder in Dairy Buildings and Land Corporation and a member of Dairy Innovation West.
DIDC's shareholder equity in DIW investment is \$14,646,165, representing a 35.42% share.
- In June 2025, DIDC received Ministerial approval for the changes to the council structure to align with the new structure of the BC Dairy board that was approved by producers in April 2025.
- The 2025 Annual General Meeting will be the first meeting for fully aligned financial statements of the DIDC and BC Dairy following DIDC's fiscal year change in 2024.
- DIDC members have reviewed and formalized reserves policies.



540-19933 88th Avenue, Langley, BC V2Y 4K5
t. 604 294 3775 **toll free in BC. 1 800 242 MILK (6455)**

 @BCMilk  @bcdairy

 /BCMilk  @bcdairy

